

# ORDER



**Orders**  
**Order / Rev:** 206630  
**Alt Order #:** 6853657  
**Product Desc:** DETROIT INTERN'L BRI  
**Estimate:** 919925  
**Flight Dates:** 09/19/12 - 09/25/12  
**Original Date / Rev:** 09/18/12 / 09/26/12  
**Order Type:** REG

**Primary AE:** Petry Philadelphia  
**Sales Office:** P-PHI  
**Sales Region:** Nat

**Agency Name:** Smart Media Group  
**Buying Contact:**  
**Billing Contact:**  
 814 King Street  
 Alexandria, VA 22314

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** POL/Detroit International Bridge  
**Demographic:** A35+  
**Product Codes:** PL2  
**Priority:** P3  
**Revenue Codes:** AGY, POL, POL-ISS

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:** IN10086/SP6681/TO1332/MO1041

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/25/12	42	\$25,425.00	\$21,611.25

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	42	\$25,425.00	\$21,611.25	0.00
<b>Totals</b>	<b>42</b>	<b>\$25,425.00</b>	<b>\$21,611.25</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
WOOD	38%	\$25,425.00
Market	100%	\$66,907.89

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
UNKWN	2%	\$1,338.16
WGVK	0%	\$0.00
WGVU	0%	\$0.00
WLLA	0%	\$0.00
WOTV	0%	\$0.00
WTLJ	0%	\$0.00
WWMT	30%	\$20,072.37
WXMI	0%	\$0.00
WXSP	0%	\$0.00
WZPX	0%	\$0.00
WZZM	30%	\$20,072.37

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WOOD	09/19/12	09/19/12	Noon News	CM	12-1p	--W----	:30	1	\$450.00	P3	0.00	NM	1	\$450.00
NEWS News 8 @ Noon															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	--W----			1		\$450.00		0.00				
E 2	WOOD	09/20/12	09/20/12		CM	12-1p	---T---	:30	1	\$450.00	P3	0.00	NM	1	\$450.00

Order / Rev: 206630  
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 Flight Dates: 09/19/12 - 09/25/12

Advertiser: POL/Detroit International Bridge  
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 Estimate: 919925

WOOD

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Noon News News 8 @ Noon											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	---T---			1		\$450.00		0.00				
E 3	WOOD	09/21/12	09/21/12	Noon News News 8 @ Noon	CM	12-1p	----F--	:30	1	\$450.00	P3	0.00	NM	1	\$450.00
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	----F--			1		\$450.00		0.00				
E 4	WOOD	09/24/12	09/24/12	Noon News News 8 @ Noon	CM	12-1p	M-----	:30	1	\$450.00	P3	0.00	NM	1	\$450.00
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	M-----			1		\$450.00		0.00				
E 5	WOOD	09/25/12	09/25/12	Noon News News 8 @ Noon	CM	12-1p	-T-----	:30	1	\$450.00	P3	0.00	NM	1	\$450.00
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	-T-----			1		\$450.00		0.00				
E 6	WOOD	09/19/12	09/19/12	Days of Our Lives Days of Our Lives	CM	1-2p	--W----	:30	1	\$250.00	P4	0.00	NM	1	\$250.00
				DAYS OF OUR LIVES											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	--W----			1		\$250.00		0.00				
E 7	WOOD	09/20/12	09/20/12	Days of Our Lives Days of Our Lives	CM	1-2p	---T---	:30	1	\$250.00	P4	0.00	NM	1	\$250.00
				DAYS OF OUR LIVES											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	---T---			1		\$250.00		0.00				
E 8	WOOD	09/21/12	09/21/12	Days of Our Lives Days of Our Lives	CM	1-2p	----F--	:30	1	\$250.00	P4	0.00	NM	1	\$250.00
				DAYS OF OUR LIVES											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	----F--			1		\$250.00		0.00				
E 9	WOOD	09/24/12	09/24/12	Days of Our Lives Days of Our Lives	CM	1-2p	M-----	:30	1	\$250.00	P4	0.00	NM	1	\$250.00
				DAYS OF OUR LIVES											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	M-----			1		\$250.00		0.00				
E 10	WOOD	09/25/12	09/25/12	Days of Our Lives Days of Our Lives	CM	1-2p	-T-----	:30	1	\$250.00	P4	0.00	NM	1	\$250.00
				DAYS OF OUR LIVES											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	-T-----			1		\$250.00		0.00				
E 11	WOOD	09/19/12	09/21/12	M-F 2-3p Rachael Ray	CM	2-3p	--WTF--	:30	2	\$200.00	P3	0.00	NM	2	\$400.00
				RACHEL RAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	--WTF--			2		\$200.00		0.00				
E 16	WOOD	09/19/12	09/21/12	M-F 3-4p Dr Oz	CM	3-4p	--WTF--	:30	3	\$200.00	P3	0.00	NM	3	\$600.00
				DOCTORS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	--WTF--			3		\$200.00		0.00				
E 21	WOOD	09/19/12	09/19/12	5am Daybreak 5am Daybreak	CM	5a-6am	--W----	:30	1	\$225.00	P4	0.00	NM	1	\$225.00
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	--W----			1		\$225.00		0.00				
E 22	WOOD	09/20/12	09/20/12		CM	5a-6am	---T---	:30	1	\$225.00	P4	0.00	NM	1	\$225.00

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WOOD

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
5am Daybreak															
5am Daybreak															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/17/12		09/17/12	09/23/12	---T---	1		\$225.00		0.00						
E 23	WOOD	09/21/12	09/21/12	5am Daybreak	CM	5a-6am	----F--	:30	1	\$225.00	P4	0.00	NM	1	\$225.00
5am Daybreak															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/17/12		09/17/12	09/23/12	----F--	1		\$225.00		0.00						
E 24	WOOD	09/24/12	09/24/12	5am Daybreak	CM	5a-6am	M-----	:30	1	\$225.00	P4	0.00	NM	1	\$225.00
5am Daybreak															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/24/12		09/24/12	09/30/12	M-----	1		\$225.00		0.00						
E 25	WOOD	09/25/12	09/25/12	5am Daybreak	CM	5a-6am	-T-----	:30	1	\$225.00	P4	0.00	NM	1	\$225.00
5am Daybreak															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/24/12		09/24/12	09/30/12	-T-----	1		\$225.00		0.00						
E 26	WOOD	09/19/12	09/19/12	Today Show M-F	CM	658-9a	--W----	:30	1	\$950.00	P3	0.00	NM	1	\$950.00
Today Show															
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/17/12		09/17/12	09/23/12	--W----	1		\$950.00		0.00						
E 27	WOOD	09/20/12	09/20/12	Today Show M-F	CM	658-9a	---T---	:30	1	\$950.00	P3	0.00	NM	1	\$950.00
Today Show															
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/17/12		09/17/12	09/23/12	---T---	1		\$950.00		0.00						
E 28	WOOD	09/21/12	09/21/12	Today Show M-F	CM	658-9a	----F--	:30	1	\$950.00	P3	0.00	NM	1	\$950.00
Today Show															
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/17/12		09/17/12	09/23/12	----F--	1		\$950.00		0.00						
E 29	WOOD	09/24/12	09/24/12	Today Show M-F	CM	658-9a	M-----	:30	1	\$950.00	P4	0.00	NM	1	\$950.00
Today Show															
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/24/12		09/24/12	09/30/12	M-----	1		\$950.00		0.00						
E 30	WOOD	09/25/12	09/25/12	Today Show M-F	CM	658-9a	-T-----	:30	1	\$950.00	P4	0.00	NM	1	\$950.00
Today Show															
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/24/12		09/24/12	09/30/12	-T-----	1		\$950.00		0.00						
E 31	WOOD	09/19/12	09/19/12	Today Show 2	CM	9-10a	--W----	:30	1	\$500.00	P4	0.00	NM	1	\$500.00
Today Show 2															
TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/17/12		09/17/12	09/23/12	--W----	1		\$500.00		0.00						
E 32	WOOD	09/20/12	09/20/12	Today Show 2	CM	9-10a	---T---	:30	1	\$500.00	P4	0.00	NM	1	\$500.00
Today Show 2															
TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/17/12		09/17/12	09/23/12	---T---	1		\$500.00		0.00						
E 33	WOOD	09/21/12	09/21/12	Today Show 2	CM	9-10a	----F--	:30	1	\$500.00	P4	0.00	NM	1	\$500.00
Today Show 2															
TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/17/12		09/17/12	09/23/12	----F--	1		\$500.00		0.00						
E 34	WOOD	09/24/12	09/24/12		CM	9-10a	M-----	:30	1	\$500.00	P4	0.00	NM	1	\$500.00

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 Product Desc: DETROIT INTERN'L BRI  
 Estimate: 919925

WOOD

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Today Show 2											
				Today Show 2											
				TODAY SHOW II											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----					1	\$500.00		0.00			
E 35	WOOD	09/25/12	09/25/12	Today Show 2	CM	9-10a	-T-----	:30	1	\$500.00	P4	0.00	NM	1	\$500.00
				Today Show 2											
				TODAY SHOW II											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-T-----					1	\$500.00		0.00			
E 36	WOOD	09/22/12	09/22/12	Daybreak Sat @6am	CM	6-7a	-----S-	:30	1	\$300.00	P3	0.00	NM	1	\$300.00
				Daybreak Sat 6am											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S-					1	\$300.00		0.00			
E 37	WOOD	09/22/12	09/22/12	Daybreak Sat @7am	CM	658-8a	-----S-	:30	1	\$650.00	P3	0.00	NM	1	\$650.00
				Daybreak Sat@7am											
				NEWS 8A											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S-					1	\$650.00		0.00			
E 38	WOOD	09/23/12	09/23/12	Daybreak Sun @6am	CM	6-7a	-----S	:30	1	\$300.00	P3	0.00	NM	1	\$300.00
				Daybreak Sun @6am											
				SU DAYBREAK											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S					1	\$300.00		0.00			
E 39	WOOD	09/23/12	09/23/12	Today Show Su	CM	758-9a	-----S	:30	1	\$950.00	P4	0.00	NM	1	\$950.00
				Today Show Sunday											
				TODAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S					1	\$950.00		0.00			
E 40	WOOD	09/19/12	09/19/12	M-F 6p News	CM	6-630p	--W----	:30	1	\$1,500.00	P4	0.00	NM	1	\$1,500.00
				M-F News 8 @6p											
				NEWS 8 AT 6PM											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	--W----					1	\$1,500.00		0.00			
E 41	WOOD	09/20/12	09/20/12	M-F 6p News	CM	6-630p	---T---	:30	1	\$1,500.00	P4	0.00	NM	1	\$1,500.00
				M-F News 8 @6p											
				NEWS 8 AT 6PM											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	---T---					1	\$1,500.00		0.00			
E 42	WOOD	09/21/12	09/21/12	M-F 6p News	CM	6-630p	----F--	:30	1	\$1,500.00	P4	0.00	NM	1	\$1,500.00
				M-F News 8 @6p											
				NEWS 8 AT 6PM											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	----F--					1	\$1,500.00		0.00			
E 43	WOOD	09/24/12	09/24/12	M-F 6p News	CM	6-630p	M-----	:30	1	\$1,500.00	P4	0.00	NM	1	\$1,500.00
				M-F News 8 @6p											
				NEWS 8 AT 6PM											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----					1	\$1,500.00		0.00			
E 44	WOOD	09/25/12	09/25/12	M-F 6p News	CM	6-630p	-T-----	:30	1	\$1,500.00	P4	0.00	NM	1	\$1,500.00
				M-F News 8 @6p											
				NEWS 8 AT 6PM											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-T-----					1	\$1,500.00		0.00			
E 45	WOOD	09/22/12	09/22/12	Sat 6p News 8	CM	6-630p	-----S-	:30	1	\$850.00	P3	0.00	NM	1	\$850.00
				Sat News 8 @6p											
				SA NWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S-					1	\$850.00		0.00			
E 46	WOOD	09/25/12	09/25/12		CM	11-1135p	-T-----	:30	1	\$1,000.00	P4	0.00	NM	1	\$1,000.00

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WOOD

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
LN M-F															
M-F News 8 @ 11															
NEWS 8 AT 11PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-T-----			1			\$1,000.00		0.00			
E 47	WOOD	09/22/12	09/22/12	LN Sa	CM	11-1130p	-----S-	:30	1	\$1,000.00	P4	0.00	NM	1	\$1,000.00
Saturday News 8 @11															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S-			1			\$1,000.00		0.00			
													Totals	42	\$25,425.00